



# Station Buy Detail

## Grand Rapids-Kalamazoo, TV

Est ID: 12134

**Client:** Stabenow for Senate 2012**Flight Dates:** Monday, October 01, 2012 to Sunday, October 07, 2012**WOOD-TV**

Program Name	DP	Days		Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
WOOD 5a News	EM	M-F		\$75.00	1	1	1	1	1			5
5:00 AM - 6:00 AM		30		\$375.00								
WOOD 6a News	EM	M-F		\$400.00	1	1	1	1	1			5
6:00 AM - 7:00 AM		30		\$2,000.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Saturday 6a News	EM	Sa		\$75.00						1		1
6:00 AM - 7:00 AM		30		\$75.00								
Sunday 7a News	EM	Su		\$150.00							1	1
7:00 AM - 8:00 AM		30		\$150.00								
Today Show	EM	M-F		\$650.00	1	1	1	1	1			5
7:00 AM - 9:00 AM		30		\$3,250.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Today II	DT	M-F		\$300.00		1						1
9:00 AM - 10:00 AM		30		\$300.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Today III	DT	M-F		\$100.00	1							1
10:00 AM - 11:00 AM		30		\$100.00								
WOOD Noon News	DT	M-F		\$224.00								
12:00 PM - 1:00 PM		30		\$224.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Days of Our Lives	DT	M-F		\$200.00			1					1
1:00 PM - 2:00 PM		30		\$200.00								
Sold out at LUR per WOOD. Move to S4 to clear.												
Rachael Ray	DT	M-F		\$75.00					1			1
2:00 PM - 3:00 PM		30		\$75.00								
Dr. Oz	EF	M-F		\$75.00	1	1		1				3
3:00 PM - 4:00 PM		30		\$225.00								
Ellen	EF	M-F		\$200.00	1		1		1			3
4:00 PM - 5:00 PM		30		\$600.00								
WOOD 5p News	EN	M-F		\$675.00		1		1				2
5:00 PM - 5:30 PM		30		\$1,350.00								
Sold out at LUR per WOOD. Move to S4 to clear.												

\*NA 10/7 sun 6-7a news \$125  
 10/5 Fri 4a-430a NBK \$15  
 early

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

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120 College Ave SE Grand Rapids MI

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Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
WOOD 5:30p News	EN	M-F	\$675.00	1		<del>X</del>	<u>1</u>	1			3
5:30 PM - 6:00 PM		30	\$2,025.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
WOOD 6p News	EN	M-F	\$1,125.00		1	1		1			3
6:00 PM - 6:30 PM		30	\$3,375.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Inside Edition	PA	M-F	\$450.00	1	1		1				3
7:00 PM - 7:30 PM		30	\$1,350.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Access Hollywood	PA	M-F	\$400.00					1			1
7:30 PM - 8:00 PM		30	\$400.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
The Voice	PT	M	\$2,000.00	1							1
8:00 PM - 10:00 PM		30	\$2,000.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
30 Rock/Up Night	PT	Th	\$400.00				1				1
8:00 PM - 9:00 PM		30	\$400.00								
Animal/Guys	PT	W	\$350.00			1					1
8:00 PM - 9:00 PM		30	\$350.00								
Go On/New Normal	PT	Tu	\$875.00		1						1
9:00 PM - 10:00 PM		30	\$875.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Dateline	PT	F	\$500.00					1			1
10:00 PM - 11:00 PM		30	\$500.00								
WOOD 11p News	LN	M-F	\$900.00	1	1	1	1	1			5
11:00 PM - 11:35 PM		30	\$4,500.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Saturday 11p News	LN	Sa	\$450.00						1		1
11:00 PM - 11:30 PM		30	\$450.00								
Sold out at LUR per WOOD. Move to S4 to clear.											
Sunday 11p News	LN	Su	\$250.00							1	1
<del>11:00 PM - 11:30 PM</del>		30	\$250.00								
<u>1130P-12A</u>			<u>175</u>								
Tonight Show	LF	M-F	\$125.00	1	1	1	1	1			5
11:30 PM - 12:35 AM		30	\$625.00								

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Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Station Totals			<del>\$26,024.00</del>	11	11	10	10	11	2	2	57
Station Net			\$22,120.40								

26,015.00

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